

2005 World Breastfeeding Week

Breastfeeding & Family Foods:

Loving
&
Healthy

ILCA offers exciting new features in the WBW Kit!

Spoon Button

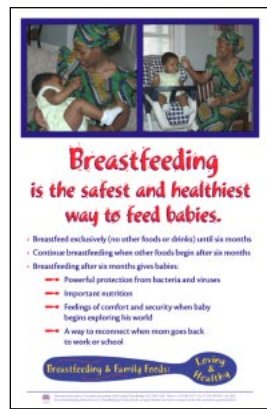
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This baby spoon-shaped button, custom-made for ILCA, is a unique way to display this year's theme. Created of thick, laminated cardboard, the button can be worn by all of your staff to draw attention to the importance of continued breastfeeding when complementary foods begin. One is included in each kit and more can be purchased with the enclosed order form or at www.ilca.org.

Poster

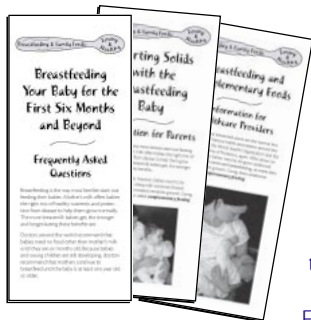
A beautiful full-color World Breastfeeding Week poster promotes this year's theme on the importance of continued breastfeeding when complementary foods begin. The poster features photos of a mother breastfeeding and offering solid foods to her baby. Use these 11x17 inch posters in clinic waiting areas or to decorate displays. One is included in each kit and more can be purchased with the enclosed order form or at www.ilca.org.



Display and Bulletin Board Ideas

The kit includes creative options for ways to promote this year's theme through bulletin boards or tabletop displays in clinic waiting areas.

Promotional Materials



This year's kit provides many template materials that are easy and inexpensive to reproduce on a standard copy machine. These include: two patient education pamphlets, pamphlets for health professionals and childcare providers, table tents, bookmarks, sample press release, sample proclamation, and lots of action ideas!

For ILCA Members...even more kit tools are available as free downloads on the Members-Only Side of the ILCA Website, including a PowerPoint presentation on the theme that can be used for educating staff and health professional colleagues, and color versions of some of the reproducible materials.



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Also available from ILCA to use in your WBW celebrations!

Baby Spoons

Give these baby spoons, imprinted with the words, "Breastfeeding & Family Foods: Loving & Healthy" as a give-away to new mothers during World Breastfeeding Week. These can be used to encourage mothers to wait six months before introducing complementary foods, and to recognize new breastfeeding mothers.



Gold Bow Button

The popular gold bow-shaped button is back by popular demand! Custom-made for ILCA, it has the words, "Exclusive Breastfeeding: The Gold Standard" and can be worn to remind women to delay introducing complementary foods until baby is six months old.



"Babies Were Born to Be Breastfed" Lanyard

The popular purple lanyard for healthcare professionals comes with a bulldog clip and includes the slogan from the U.S. National Breastfeeding Awareness Campaign. Lanyards come in all English, all Spanish, or English/Spanish.



ILCA  Babies were born to be breastfed.

ILCA  Los bebés nacen para ser amamantados.

IBCLC Badgeholder

ILCA's retractable badgeholder for health professionals promotes the role of the IBCLC in helping new families. This purple badgeholder comes with a vinyl snap and a 29-inch retractable cord. The imprint includes the ILCA logo and "IBCLC: Best in Breastfeeding Care."





International Lactation Consultant Association

Promotional Material Order Form

2005 World Breastfeeding Week Kit

\$20.00 (ILCA member price is \$15.00)

If interested in bulk pricing for more than 10 kits, please contact ILCA.

Quantity _____ Kit Total: \$ _____

Additional Spoon-Shaped Buttons

1-9 buttons – \$1.50 each 100-199 buttons – \$1.20 each
10-99 buttons – \$1.35 each 200+ buttons – \$1.05 each

Quantity _____ Spoon Button Total: \$ _____

Plastic Baby Spoon**

1-49 spoons – \$1.75 each 50+ spoons – \$1.50 each

**To insure delivery by World Breastfeeding Week, bulk orders must be received by June 24.

Quantity _____ Plastic Spoon Total: \$ _____

Additional Posters

\$4.00 each

(Note: one poster is included in each kit.)

Quantity _____ Poster Total: \$ _____

Gold Bow Button**

1-9 buttons – \$1.50 each 10+ buttons – \$1.35 each

**While supplies last – quantities are limited.

Quantity _____ Bow Button Total: \$ _____

Lanyard

1-9 lanyards – \$4.00 each 100+ lanyards – \$3.20 each
10-99 lanyards – \$3.60 each

Please check language preferred for slogan:

☐ All English ☐ English and Spanish ☐ All Spanish

Quantity _____ Lanyard Total: \$ _____

IBCLC Retractable Badgeholder

1-9 badgeholders – \$5.00 each 100+ badgeholders – \$4.00 each
10-99 badgeholders – \$4.50 each

Quantity _____ Badgeholder Total: \$ _____

Order Total

Items Subtotal \$ _____

Shipping/Handling Fees \$ _____

See chart below for shipping/handling rates.

Sales tax 7% (North Carolina residents only) \$ _____

Order Grand Total \$ _____

Ship To:

Name: _____

Address: _____

Phone _____

Email _____

Payment Method

☐ Check Number _____ (Payment must be made in US Funds)

☐ Visa or MasterCard Number _____

Expiration Date _____

Authorized Signature _____

Printed Name _____

Please order online, or send your order by mail or fax to:

ILCA Publications Department
1500 Sunday Drive, Suite 102, Raleigh, NC 27607 USA
Fax: +1 919 787 4916

Questions? Please contact ILCA at info@ilca.org or 1 919 861 5577.

SHIPPING/HANDLING:

Mail Shipping Costs:

Order Amount	U.S.	Canada	All Other Countries
Up to \$10.00	\$3.00	\$4.00	\$5.00
\$10.01-\$20.00	\$5.00	\$6.00	\$7.00
\$20.01-\$40.00	\$6.00	\$8.00	\$12.00
\$40.01-\$80.00	\$10.00	\$12.00	\$18.00
Over \$80.00	\$13.00	Rate based on weight*	

E-mail: lisaajoncich@ilca.org, phone (919) 787-5181 ext 238, fax (919) 787-4916.

International shipments may be subject to customs fees.

*For orders over \$80.00 shipped outside the U.S., contact ILCA office for rate info.

It's quick and easy to place your order
online! Just go to: www.ilca.org.